

Fig. 1

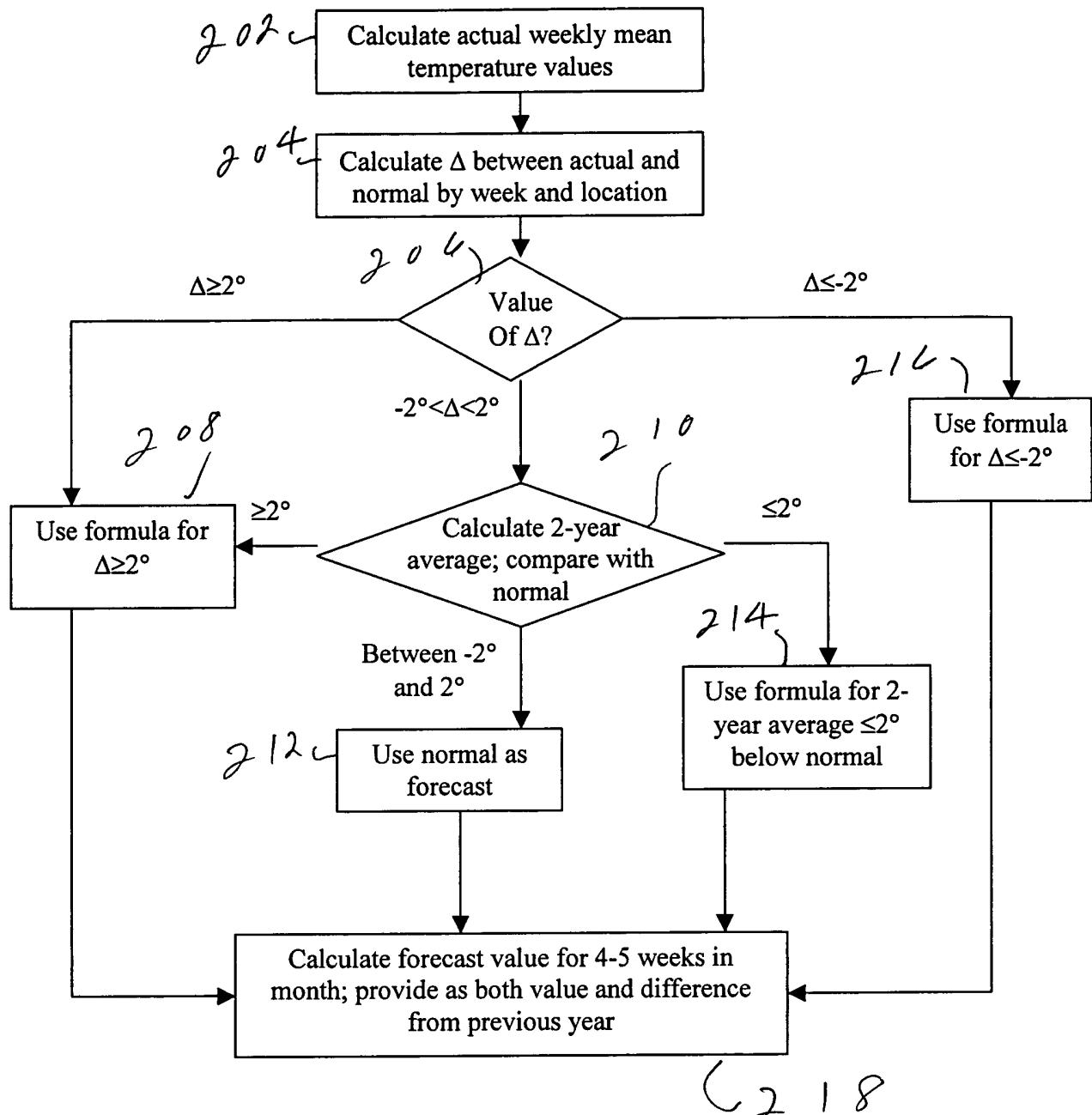


Fig. 2

Temperature Trends vs Last Year (LY)

- Much Colder  $\leq -7^{\circ}$
- Colder  $-2^{\circ}$  to  $-6^{\circ}$
- Similar  $-1^{\circ}$  to  $+1^{\circ}$
- Warmer  $+2^{\circ}$  to  $+6^{\circ}$
- Much Warmer  $\geq +7^{\circ}$

Temperature Trends vs Normal

- Much Colder  $\leq -7^{\circ}$
- Colder  $-2^{\circ}$  to  $-6^{\circ}$
- Similar  $-1^{\circ}$  to  $+1^{\circ}$
- Warmer  $+2^{\circ}$  to  $+6^{\circ}$
- Much Warmer  $\geq +7^{\circ}$

Fig. 3

Precipitation Trends vs Last Year (LY)

- Much Wetter  $>200\%$
- Wetter 125% to 200%
- Similar 75% to 125 %
- Drier 50% to 75%
- Much Drier  $< 50\%$

Precipitation Trends vs Normal

- Much Wetter  $>200\%$
- Wetter 125% to 200%
- Similar 75% to 125 %
- Drier 50% to 75%
- Much Drier  $< 50\%$

Fig. 5

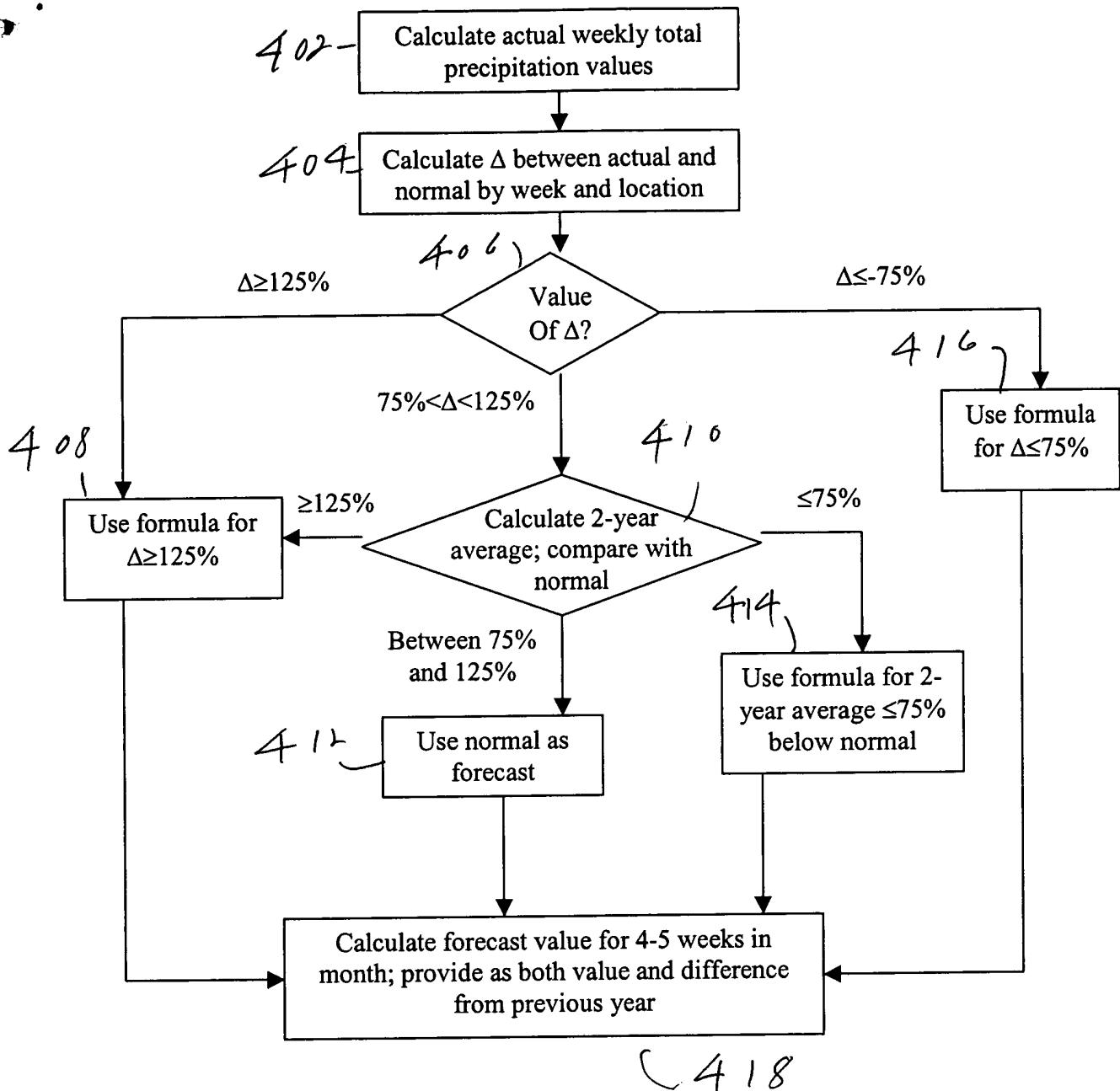
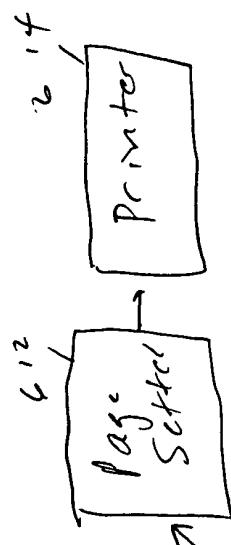


Fig. 4



Computer 008

RAM

Loopup



Page Setter

612

Printer

614

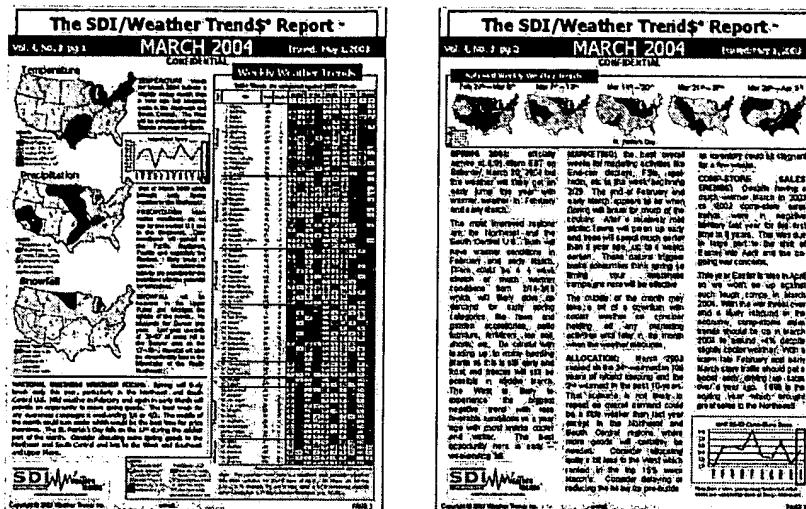
616

Client's  
System

602



6007



**NATIONAL MARKETING PLANNER**

	September '02	October '02	November '02	December '02
<b>NATIONAL</b>	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24
<b>US</b>	W W C S C C C W	C W C W C W C W	C W C W C W C W	C W C W C W C W
<b>Temp</b>	W W C S C C C W	C W C W C W C W	C W C W C W C W	C W C W C W C W
<b>Precep</b>	W W C S C C C W	C W C W C W C W	C W C W C W C W	C W C W C W C W
<b>START</b>	W W C S C C C W	C W C W C W C W	C W C W C W C W	C W C W C W C W
<b>PEAK</b>	W W C S C C C W	C W C W C W C W	C W C W C W C W	C W C W C W C W
<b>National % favorable markets</b>	55% (100-75) (100-1)	60% (100-75) (100-1)	60% (100-75) (100-1)	60% (100-75) (100-1)

**MARKET DETAIL (20 DMA)**

	September '02	October '02	November '02	December '02
<b>Broadcast Week Beginning:</b>	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24
<b>Best Advertising Weeks:</b>	W W C S C C C W	C W C W C W C W	C W C W C W C W	C W C W C W C W
<b>PEORIA IL</b>	Temp: W W C S C C C W	W W C S C C C W	W W C S C C C W	W W C S C C C W
<b>Precep:</b>	W W C S C C C W	W W C S C C C W	W W C S C C C W	W W C S C C C W

Dates are based on a standard Broadcast Calendar or week beginning Monday

	September '02	October '02	November '02	December '02
<b>Broadcast Week Beginning:</b>	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24
<b>Best Advertising Weeks:</b>	W W C S C C C W	C W C W C W C W	C W C W C W C W	C W C W C W C W
<b>PHILADELPHIA PA</b>	Temp: W W C S C C C W	W W C S C C C W	W W C S C C C W	W W C S C C C W
<b>Precep:</b>	W W C S C C C W	W W C S C C C W	W W C S C C C W	W W C S C C C W

Dates are based on a standard Broadcast Calendar or week beginning Monday

	September '02	October '02	November '02	December '02
<b>Broadcast Week Beginning:</b>	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24
<b>Best Advertising Weeks:</b>	W W C S C C C W	C W C W C W C W	C W C W C W C W	C W C W C W C W
<b>ROCHESTER NY</b>	Temp: W W C S C C C W	W W C S C C C W	W W C S C C C W	W W C S C C C W
<b>Precep:</b>	W W C S C C C W	W W C S C C C W	W W C S C C C W	W W C S C C C W

Dates are based on a standard Broadcast Calendar or week beginning Monday

	September '02	October '02	November '02	December '02
<b>Broadcast Week Beginning:</b>	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24
<b>Best Advertising Weeks:</b>	W W C S C C C W	C W C W C W C W	C W C W C W C W	C W C W C W C W
<b>SYRACUSE NY</b>	Temp: S 4 S C C C W	W W C S C C C W	W W C S C C C W	W W C S C C C W
<b>Precep:</b>	W W C S C C C W	W W C S C C C W	W W C S C C C W	W W C S C C C W

Dates are based on a standard Broadcast Calendar or week beginning Monday

	September '02	October '02	November '02	December '02
<b>Broadcast Week Beginning:</b>	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24
<b>Best Advertising Weeks:</b>	W W C S C C C W	C W C W C W C W	C W C W C W C W	C W C W C W C W
<b>TAHOE WA</b>	Temp: W W C S C C C W	W W C S C C C W	W W C S C C C W	W W C S C C C W
<b>Precep:</b>	W W C S C C C W	W W C S C C C W	W W C S C C C W	W W C S C C C W

Dates are based on a standard Broadcast Calendar or week beginning Monday

**Fig. 8**